



NEW YORK SPRING HOLSTEIN SALE

The **New York Spring Holstein Sale** resulted in a \$4,672.92 average on 60 full lots on April 9th, in Syracuse, NY (part of the action packed NY Holstein's Spring Carousel).

The high price of the afternoon event was All-Riehl AI Pied-ET, a 10/10 Mr Regalcreek Shot-AI-ET. The #4 Shot AI daughter, her GTPI reads +2277 +1587M +78F +57P +\$686NM. Her dam is All-Riehl Toystory Peppi-ET (VG-88) 2-04 365 31,470 3.4 1078 2.9 928, a Toystory daughter with 7 sons headed to AI. The next 5 dams are VG or EX. Consigned by Ken & Vivian Riehl of Penn Yan, NY, Pied was purchased by Sexing Technologies of Navsota, TX for \$14,300.

The second high price of \$11,500 was paid by Adam Hodgins and Little Star Holsteins of Kincardine, ON, Canada for a 12/10 Goldwyn, out of the Reserve All-American 5-Year-Old Richardo Dundee Dawnette (EX-95 EX-95-MS CAN). Dawnette's dam is Richardo Gibson Dawn (2E-91 CAN). Her next three dams are a VG-87 Blackstar, a VG-86 Tab and a 3E Marlu

Excitement with a 119,869 4.6 5512 3.4 4120 lifetime. This offering was consigned by Todd Galton and Adam Hodgins of Nunda, NY.

The highest pick offering at \$10,300 was the consignment of Woodcrest Dairy, LLC of Ogdensburg, NY. The pick offered was from Ladys Manor PL Shamrock-ET or a MAS from the next flush on Farnear Brocades Baka-ET who has a GTPI of +2002 +254M +22F +20P +5.1PL +3.1T +2.48UDC +3.1F&L. Baka is a Jeeves out of Regancrest G Brocade-ET (EX-92 DOM) and sister to the 3.84 type bull, Braxton. The next dam is the highly recognized Regancrest-PR Barbie-ET (EX-92 EX-94-MS GMD DOM), with four Excellent dams. Kevin and Barb Nedrow of Clifton Springs, NY paid \$10,300 for the picking privilege.

The event was sponsored by New York Holstein Association and managed by the Cattle Exchange.

For photos from the event, visit <http://www.allbreedsblog.com/2011/04/09/new-york-international-spring-sale-2011/>.

MISTY-CREST DISPERSAL

The **Misty Crest Dispersal** was held on Thursday, April 21st in Intercourse, PA, with 99 full lots averaging \$2,224.55. The sale was well attended with buyers from all over the Northeast participating, and cattle sold to NY, PA, NJ, CT, MD and VT.

Topping the sale was lot 28 for \$4,950.00. This VG-86 Zenith sold fresh & backed by 5 Excellent dams. She sold to Promise Haven Holsteins, Ulster, PA. Tied for second high was Lot 1 and Lot 67. Lot 67 was a 1st choice female by Atwood from a Sanchez daughter of the great EX-91 Duplex Rayna, the breed's highest scored 15th Generation Excellent. She sold to Craig Bauermaster of Somerset, PA for \$4,100.00. Lot 1 sold to Lismore Dairy sired by Shottle from an Excellent Durham out of an EX 91 Storm from 2E-94 Chief Adeen. Fourth high, Lot 23, sold for \$4,000.00 to Richard & Debra Shuman of Bloomsburg, PA. A daughter of Goldwyn & potential 8th Generation Excellent from the Roxies, she sold bred to Goldwyn Guthrie and due in November.

The sale was managed by Stonehurst Farm and The Cattle Exchange. Dave Rama handled auctioneering duties, Horace Backus presented pedigrees while Don Welk, Nick Raggi, Dave Bitler and Dan Brandt accepted bids. There were numerous bids handled by the sale staff via cell phones all day.

Congratulations to the families of David and Dennis Hottenstein on a tremendous dispersal.

ABRAXAS HOLSTEINS DISPERSAL

Abraxas Holsteins of Fort Covington, NY dispersed their herd on May 28th and realized an average of \$2,627 on 40 full and half lots.

A dam and daughter brought the highest bids of the day. Highest amount of \$8,600 was paid for Abraxas Baxter B-Manda (VG-86). Selling recently fresh, her 2-01 production in 365 days is 23,501 3.8 896 3.0 708. She was purchased by Wennallt Holsteins of Crysler, Ontario, Canada.

Bringing \$7,200 was her dam, Abraxas Terrason Black Magic (EX-91 EX-MS) 4-09 2X 19,430 3.8 742 3.1 610. This Reserve Grand Champion of the 2010 NNY Holstein Show is out of a VG-86 Jolt and then a VG-86 Tesk, followed 2E-91 and VG-87 dams. Also purchased by a Canadian bidder, she became the property of Ian Mackechnie and Family of Quyon, Quebec, Canada.

Volume buyer of the day was Mike Garrow of Chateaugay, NY who signed the ticket on fifteen head.

The sale was managed by Delarm & Treadway - Jack Treadway, auctioneer; Neil Kittle, pedigrees; Bill Delarm, Jamie Black and Jack Lomeo, ringmen. For more, visit <http://www.allbreedsblog.com/2011/05/29/abraxas-dispersal-has-8600-top/>.

AN EXCITING NEW ALL IRELAND DAIRY EVENT!

SUN SHINES ON EMERALD EXPO (April 29/30)

Emerald Expo 2011 in association with IHFA & Alltech took place on Fri/Sat April 29th/30th at the Cillín Hill Mart complex in Kilkenny. The inaugural show with a record prize fund of £25K was a huge success with quality animals in all classes competing for the top honours at a modern venue that was professionally transformed for the occasion.

The contemporary facility at Kilkenny, Motorway access and generous sponsorship by Alltech had all the ingredients to make the Emerald Expo a prestigious world class event.

The Irish Pure Friesian club, Jersey and Shorthorn societies all participated in a major all breed show.

Day One of the inaugural Emerald Expo, hosted by the Irish Holstein Friesian Association – in association with Alltech – kicked off with approx. 400 farmers from all over Ireland visiting the new Greenfield dairy farm near Kilkenny. This unique Teagasc Dairy program in partnership with the Dept. of Agriculture and Food, Glanbia plc, FBD Trust, Irish Farmers Journal and AIB, aims to provide family farms with the skills and technologies to profitably grow their businesses.

Meanwhile, back at the Hub, Cillín Hill, Kilkenny, show teams and the YMA teams, representing 50 of Ireland's top pedigree dairy herds, were putting the finishing touches to the 175 elite animals entered for the two days of show classes.

The International teams were also allocated their calves for competing in the International Showmanship classes. Six teams representing the UK, Sweden, Germany, Northern Ireland, Switzerland competed in the International showmanship Challenge.

Mike Halliwell from south Wales was selected as the judge for the handling classes. He has judged shows all over Europe, USA, Canada and Australia including the All Britain calf show.

Rebecca Channing from the UK, won the overall champion handler with Emma Behan in Reserve and Padraic Murphy Honourable Mention.

Sale of elite pedigree calves

There was brisk demand for excellent stock and embryos from UK buyers. A total of 15 lots of deep pedigrees were offered for sale from some of the country's top breeders. This included 5 lots of embryos and 10 lots of choice females. Michael Taaffe of Taaffe Auctions conducted the sale proceedings.

Overall there was an 80% clearance rate with the top price of £5,400 paid for lot 7, "Ardnasalem KJV Raven 2 ET", from Patrick Colton's "Ardnasalem" herd in Emyvale, Co Monaghan. The successful bidder was the noted "Willsbro" herd in Cornwall, England.

The Pallaskenry Agricultural College heifer "Copsewood Damion Helga" achieved the reserve top price of £4,800. "Cahirmees San Chelsie ET" owned by Pat Smith of Doneraile, Co Cork sold for £3,200. Patrick Colton had a further 2 animals entered for the sale; "Ardnasalem Damion Robin 1 ET" sold for £3,000 and "Ardnasalem Damion Robin 2 ET", sold for £2,950 to Northern Ireland buyers.

The full clearance of embryo lots averaged over £360 with the remaining lots averaging just over £3,400. The evening concluded with an enjoyable reception

Saturday, April 30th

Saturday began with the showing of the crème de la crème of Irish

dairy animals at 9am competing for the overall Alltech Supreme Championship. The official opening of the Expo was performed by John Bryan, President of the IFA. Anthony Le Trionnaire performed the judging duties.

Anthony is an official French Judge since 2001 and a member of the WHFF judge's panel. He has judged numerous shows Internationally. Born on a Holstein farm in Brittany (West of France), Antony spent his teenage years fitting and grooming cattle for shows.

He is involved in the family farm in partnership with his older brother.

The family partnership has bred many champion cows and bulls for the AI industry. Their herd includes 75 Holstein cows averaging 10,722 kgs at 3.44% protein and 4.02% fat. 8 cows are EX, 59 are VG. Their herd is among the top 1% in France and the first embryos exported from Europe to Canada came from this herd.

Large crowds gathered on Day Two of the Emerald Expo. Judge Anthony Le Trionnaire, from France, commented very positively on the quality of stock throughout the day.

The competition in every class was intense. The quality of animals in each class was superb and would compete at any show worldwide commented the Judge. He suggested that the IHFA should bring a team to the European show in Switzerland in 2012

The five year old class sponsored by IHFA was an outstanding class with eleven quality cows competing. Regulations meant that the Northern cow "Wiltor Goldwyn Lausine" had to be separated in the ring but in the end she won out the class to be finally crowned champion of the show.

The Glanbia Senior cow class with fourteen cows competing was won to great applause by a very popular breeder, John Codd - Cunniamstown herd, Co. Wicklow with his cow "Knocklusk Goldwyn Celia 10". John is a great supporter of local and national shows and has been breeding and exhibiting cattle from his herd for over fifty years.



Patterson carries the day at Emerald Expo

But there could be only one overall winner. And that accolade went to John Patterson, from Crumlin, Co. Antrim with his excellent cow "Wiltor Goldwyn Lausine". She also won Best Ud-



der of the show sponsored by Semen World.

The Reserve Champion went to the Hurley family Clonpaddin with "Clonpaddin GWY Fanta ET". This cow also took Exhibitor Bred Champion with Honourable mention going to John Codd with his Senior Cow "Knocklusk Goldwyn Celia 10".

Technical Seminars

Each lasted 45 minutes and featured two speakers and were sponsored by Alltech, AIB, Dairymaster, Glanbia, IHFA, Pfizer Animal Health and Richard Keenan & Co. Experts from the trade, Teagasc etc covered topics of interest to livestock farmers. These seminars were chaired by leading Agri personnel such as Michael Dowling of AIB, Dr. Karina Pierce from UCD, Matt Dempsey from the Farmers Journal, Alan Jagoe from Macra Na Feirme, John Shirley from the Farming Independent, Matt Ryan, Nuffield Ireland.

Megamoo Raffle

The Show concluded with the draw for the Megamoo Calf. Other excellent prizes to include a supply of Gain animal feed ration.

The Megamoo raffle was won by Deirdre & Thomas Toal of Magherarney Hse, Smithborough, Co. Monaghan. Their winning ticket was purchased in the name of their young son Sean. From the choice of 5 heifer calves Deirdre & Thomas selected "Hallow Damion Wish", kindly offered by M & P Jones of Killowen, Gorey, Co. Wexford. Deirdre & Thomas are well known in cattle breeding and have been great supporters of IHFA. Congratulations and best wishes for the future with the new addition to the "Magherarney" herd.

~Claire Swale reporting

KISHHOLM SUMMER SENSATION SALE

The **KishHolm Summer Sensation Sale** was held on Saturday, June 11th at the farm of Ken & Ashley Kishman in Lone Rock, WI. A big crowd gathered to take in the sale that consisted of the best of the KishHolm herd as well as a number of guest consignments. The sale was managed by Kranzdale Sales and 68 whole lots averaged \$3,033.

High seller on the day at \$11,000 was Lot 20 – KishHolm Chasity, a 2-year-old Dundee that just scored VG-88 87-MS the day before. Backed by three EX dams (EX-91, EX-90, EX-94 3E), Chasity was fresh at the end of March and sold to Justin Langer of DeForest, WI.

From the heart of the 'C' family that was the headline group in the catalog are two impressive maternal sisters: Lot 3 – Debello-Hills Cassy-ET and Lot 1 – Debello-Hills Baby Chanae. The 'C' family is responsible for the All-American Fall Calf in 2004 – Debello-Hill Char-donnay (EX-90) – and the All-American Spring Calf in 2006 – Debello-Hills Champagne-ET (VG-85).

For more highlights and photos from the sale, please click here to view the report on the All Breed Blog!

(link to <http://www.allbreedsblog.com/2011/06/12/kishholm-summer-sensation-sale-averages-3088>)

LADINODALE DISPERSAL

The **Ladinodale Dispersal** was held May 25th at the Great Northern Sales Arena in Fond du Lac, WI and the herd of Dennis and Nichole Gunst was quite appreciated by the buyers as 100 lots averaged \$3,036. High seller at \$57,000 was Lot #1 – Ladinodale Amanda-Red-ET *PO. The #1 GTPI Red cow in the breed with the added bonus of being polled, Amanda is backed by eight VG & EX dams and sold with contracts. She was purchased by the Amanda Partners of Mt. Horeb, WI. \$36,000 was the bid for Ladinodale Aretha-Red-TW, Amanda's 3/11 Destry daughter that had 3K genomic results of +2308 GTPI. Genetic Elite Group of Buenos Aires, Argentina held the winning bid on this high-index red calf. Aretha's twin sister – Ladinodale Destry Angie-TW *RC *PO – brought \$7,200 – good for 3rd high seller. Angie has a +2013 GTPI and is a polled, red carrier out of Ladinodale Amanda-Red. Her new owner is Sexing Technologies of Navasota, TX.

MEMORIAL DAY SPECTACULAR SALE

The **Memorial Day Spectacular Sale** was held May 30th at Butlerview Farms in Chebanse, IL, and averaged \$14,810 on 113 lots. Held at the brand new boxstall facility built by brothers Jeff and Jim Butler, the weekend event included a Chicago Cubs game, an open house and the sale. Topping the sale at \$61,000 was Lot #1, a first choice L'Authority from four females due 10/11, all with the potential to be *RC. Their dam is the 2x Grand Champion in 2011 already and the All-Canadian and All-Quebec Sr. 3-Year-Old from 2010, Rockymountain Talent Licorice-ET (VG-89, EX-91-MS). Projected to make over 31,000 in a 3-10 lactation, Licorice is from 10 generations of VG and EX with 49*. The choice was consigned by Ferme Blondin, St. Placide, QC (also hosts of the upcoming International Intrigue Sale). Tied for the second high selling price of \$60,000 was a first choice Lewis male from five pregnancies due 1/12. The dam is RC-LC Goldwyn ATM (EX-92) with a GTPI of +2145. ATM is a high profile genomic legend, being the dam of Armitage at ABS (+2367) and Ambrose at Select Sires (+2389). The choice was consigned by Raggi, Wolff & Mercurio, Union Bridge, MD, and purchased by a bull syndicate. Also selling for \$60,000 was Ms Chassity Observer Claire-ET, a 12/10 Observer from Regancrest S Chassity-ET (EX-92 DOM GTPI +2156). Claire is the highest type and GTPI daughter of Chassity (at +3.84T and +2414 GTPI) and she has three full brothers that are all over +2400 GTPI. Consigned by The Chassity Syndicate, Chebanse, IL, the fancy young heifer from the Barbie family sold to Stanton Bros. Ltd of Ontario. For much more on the Memorial Day Spectacular, please visit <http://www.allbreedsblog.com/2011/05/30/butlerview-memorial-day-spectacular-sale-is-complete-photos-added/>.

NEWS FROM AI



SELECT HAS SIX NEW GOLD MEDAL SIRES

The **Holstein Association USA Inc.** has awarded the Gold Medal Sire designation to six Select Sires bulls 7H07615 Solid-Gold COLBY-ET (EX-92), 7H08081 Ensenada Taboo PLANET-ET (EX-90), 7H08165 England-Ammon MILLION-ET (EX-92), 7H09107 Ronelee SS DURABLE (EX-90), 7H09230 Winding-Brook JOCK Mason-ET (VG-88) and 7H09321 Ralma Gold CROWN-ET (VG-88).

COLBY brings together favorable health traits (+5.0 Productive Life, PL, +2.3 Daughter Pregnancy Rate, DPR and 2.76 Somatic Cell Score, SCS) and desirable type (+1.87 PTAT and +2.07 Udder Composite, UDC) to sire strong, upstanding cows with well-attached mammary systems

Rising genetic star PLANET ranks third in the breed for GTPI at +2189. Accompanying his high elite total performance, he transmits superior production (+2,159 Milk) and earns a high Net Merit dollar value of +\$711 NM. MILLION combines remarkable type (+2.18 PTAT) with positive production and components (+721 Milk and +.12% Fat) to create complete cattle that dairy producers desire in their herds. Earning the Superior Settler™ designation, MILLION has a Sire Conception Rate of +2.9 SCR.

Ranking third in Select Sires' lineup and among the breed's top 15 for Feet and Leg Composite at +3.13 FLC and with a PTAT of +2.25, DURABLE sires strong daughters with correct feet and legs while adding the red gene to his offspring. Additionally, DURABLE is a fertility specialist, ranking first in Select Sires' lineup for Sire Conception Rate at an elite +4.0 SCR.

Elite Net Merit dollar value and high GTPI (+1935 GTPI) sire JOCK is the leading April graduate at Select Sires for Net Merit dollar value at +\$588 NM and ranks second among Select Sires' lineup for Net Merit. This HerdLife Builder™ and HealthMark sire produces daughters that are built to last with superior longevity (+6.3 PL). JOCK sires exceptional feet and legs (+2.03 FLC) to handle any commercial dairy environment.

CROWN is the No. 1 GTPI Braedale Goldwyn son in the U.S. at +2024 GTPI. He transmits profitability through his elite Net Merit dollar value (+\$529 NM) and positive component percents (+.08% Protein and +.10% Fat), along with improved longevity (+3.4 PL) and reduced calving difficulty (6% Calving Ease, CE).

SMS CONSULTANTS HONORED

Butch Lerum of Minnesota/Select Sires Co-op Inc. and **Don Mullen of NorthStar Cooperative**, have been honored as the **Select Mating Service™ (SMS™) genetic consultants of the year**. Lerum and Mullen received this award at Select Sires' national SMS Consultant Conference held in Texas and New Mexico in early May. This national award is presented annually to genetic consultants who exemplify the qualities that make SMS known world-wide as the premier mating program in the industry to assist dairy producers in developing genetic business plans. The recipient must have years of superior service, a history of high-quality evaluations and the ability to build and maintain successful relationships with dairy producers.

Lerum began his career with Select Sires in 1977 as only the second sales representative to begin a new venture in Minnesota. He was responsible for sales and service along with A.I. training, enrolling Program for Genetic Advancement™ (PGA™) cooperator herds and helping to launch SMS in Minnesota. As the Minnesota/Select Sires Co-op was founded and created, the cooperative experienced tremendous growth and at the same time so did the SMS program. Lerum took on a new role in 1990 as an SMS consultant to fill the need. Lerum's contributions to the development of Minnesota/Select Sires reach far beyond his sales, service and genetic consultation to customer-members. He has also been a leader in the development of the cooperative and has been willing to do whatever was needed to build Select Sires in Minnesota and North Dakota.

Mullen began his career with NorthStar Cooperative in 1993 as a sales representative in west-central Wisconsin and five years later moved into his current role of SMS consultant. Since that time, Mullen has worked with countless dairy producers to develop the type of cows that will be long-lasting and profitable. The relationships and trust he has built with customers has always been on a highly-detailed level, with the goal of achieving the best results possible for his customers. Mullen's mission for his customers has always been to develop great cows, and he does this with such passion for results, it is as if the herd was his own. This passion is a common trait that is shared among Select Sires' SMS genetic consultants.



Don Mullen, left, of NorthStar Cooperative and Butch Lerum, right, of Minnesota/Select Sires Co-op Inc. have been honored as the Select Mating Service™ (SMS™) genetic consultants of the year.

HIGH GENETIC MERIT HOLSTEINS JOIN GENCHOICE LINEUP

Holstein breeders seeking to produce genetically-elite heifer calves now have new sire options. Three more genomic-proven genetic giants over +\$690 Lifetime Net Merit have been added to **Genex Cooperative, Inc.'s GenChoice™** sexed semen lineup.

Now producing GenChoice 90™ are 1H010201 GALLOW %-I at +\$736 LNM and 1H010105 TEAGAN %-I at +\$699 LNM. GALLOW is a 1H002565 CASSINO %-I son promoting sturdy feet and legs, well-attached udders and excellent longevity. TEAGAN is sired by 1H008784 FREDDIE %-I. His genomic evaluation indicates an ability to transmit fertile, long-lasting and robust daughters with superb type.

1H010221 EVERGLAD %-I, a FREDDIE son at +694 LNM, is available in GenChoice 75™. This GENESIS graduate extends herd life (+6.8 Productive Life), increases daughter fertility (+1.8 Daughter Pregnancy Rate) and offers quality production (+2.69 Somatic Cell Score). He's also an all-rounder for conformation earning over +1.50 for PTA Type, Udder Composite, and Foot & Leg Composite.

GENEX ANNOUNCES CHANGES IN DAIRY PROCUREMENT DEPARTMENT

Genex Cooperative, Inc. has restructured its dairy procurement department which is charged with developing Genex's strong genetic offering in accordance with the cooperative's mission of maximizing the profitability of members and customers.

"The Genex dairy procurement staff, now headed by Paul Haskins, is a very knowledgeable and talented team truly adept at using genetic selection to develop a lineup of high genetic merit sires," stated Angie Coburn, Associate Vice President, Dairy Genetics.

Haskins, recently promoted to Dairy Procurement Manager, oversees the contracting and/or acquisition of dairy animals and embryos throughout North America. He also works closely with the GENESIS nucleus program – the longest running nucleus program in North America.

On the procurement team with Haskins are Dairy Procurement Specialists Scott Carson, Darin Johnson and Morgan Welper. In addition to Holstein procurement, Carson coordinates all Jersey and other colored breed activities. Johnson provides added input to GENESIS. Welper, promoted to a Dairy Procurement Specialist position in May, is the newest team member. She conducts procurement activities in Minnesota and will take on additional territory. Welper also assists with GENESIS and coordinates daughter and bull photography.

SEMEX EXPANDS HUNGARY BARN

The **Semex Alliance** prides themselves on ensuring each of the 1600 Semex sires, housed on five separate continents are cared for in facilities that maximize their production and comfort.

Recently, Semex has initiated construction of newly expanded facilities in Hungary designed within and operating under Semex's Gold Standard for bull housing, comfort and production. These standards exceed industry standards and the new facilities will provide Semex with a critical location in sourcing and

supplying genetics worldwide. "The Hungary facility is home to our European bull program and is an important part of our global expansion strategy," says Paul Larmer, Semex Alliance Chief Executive Officer. "These facilities are not only impressive structurally, but they also underscore Semex's commitment to providing our customers with the world's best genetics. We are aggressively sourcing the best genomic young sires in Europe, and an expansion in Hungary is a natural progression for Semex globally, giving us a competi-

tive edge worldwide."

The Semex Hungary facility exceeds European Union environmental criteria, and its 44 new individual pens are designed for optimum comfort, airflow and lighting. Already home to famous proven sires such as 0200H007317 Magor Bolivia Allen and one of the hottest young genomic sires in the world, 0200H007450 Numero Uno, these facilities are designed to maximize bull comfort, allowing 200 code sires to physically develop to their maximum genetic potential.

OTHER NEWS

AMERICAN FARMERS FOR THE ADVANCEMENT AND CONSERVATION OF TECHNOLOGY (AFACT) JOINS THE ALLIANCE TO FEED THE FUTURE

AFACT has joined the Alliance to Feed the Future to help tell the story of modern farming from the heart of the family farmer. AFACT is comprised of farm families from across the country that seek to help all participants in the food chain to understand the benefits of technology used to produce affordable food with minimal impact on the environment. Misperceptions about how food is produced on modern farms are common, and AFACT farmers want consumers to have access to fact-based information that provides peace of mind about how today's food is produced.

"The more consumers understand how their food is produced, the more they can appreciate the role modern agriculture plays in providing safe, affordable, and nutritious food," says Dave Schmidt, President and CEO at the International Food Information Council, who coordinates the Alliance. "The Alliance will be a clearinghouse of resources to increase consumer understanding of this role."

In an effort to meet the world's increasing food needs responsibly, efficiently and affordably, the members of the Alliance to Feed the Future share the common goal of building understanding and promoting the benefits of modern food production, processing and technology.

The Alliance currently has 63 members and continues to grow. All sectors of the food value chain have come together in the alliance – including professional societies, commodity groups, farmer organizations, industry and academia. Membership in the Alliance will help multiply the effects of their individual and joint efforts to tell the true and balanced story of modern food production.

The Alliance to Feed the Future website is home to an assortment of resources and information regarding modern food production from farm to fork. For additional information about the Alliance to Feed the Future, please contact media@alliancetofeedthefuture.org or 202-296-6540.

CANADIAN HOLSTEINS EXPORTED TO UNITED KINGDOM

Holstein Canada announces the first shipment of Canadian Holsteins to the United Kingdom since 2003. Three Holsteins from Canadian Health Accredited Herds (CHAH - leucosis free) left by plane on May 20, 2011. This shipment occurred exactly eight years to the day since a Canadian animal first tested positive for BSE, devastating export markets for Canadian producers.

The three Holsteins - one from High Point Farms of Port Perry, Ontario, and two from Rai-vue Farms of Sunderland, Ontario, landed successfully in the UK on May 21, 2011. The one milking two year old, High Point Carlow travelled extremely well.

The shipment went smoothly but required cooperation from many parties within Canada and the United Kingdom to ensure the safe arrival of the animals. Mike Smith of High Point Farms is proud of this achievement and recognizes this first shipment as a milestone to "help open the Canadian market again to international sales."

a significant health and economic impact on cattle operations across the country.

"Mycoplasma bovis is often overlooked, but can be a very opportunistic and damaging pathogen," said Dr. Fiona Maunsell, of the College of Veterinary Medicine, University of Florida. "It presents itself in a wide range of clinical manifestations, including mastitis and respiratory, ear and joint infections. Early diagnosis and treatment is critical with Mycoplasma bovis to prevent irreparable damage."

Mycoplasma bovis is a slow-growing, very contagious infection that is easily spread throughout herds via nose-to-nose contact, contaminated water and feed and, even inhaled by calves as they suckle dams shedding the infection. Symptoms can be similar to other BRD indicators, such as coughing, depression and fever, but also can include head tilt, ear droop and ocular and nasal discharge. Recent data have shown that Mycoplasma bovis plays a larger role in respiratory and other infections in beef cattle than previously thought, with an estimated \$32 million a year in damage to the United States beef industry, primarily through losses in weight gain and carcass value¹.

With this approval, Baytril® 100 (enrofloxacin) is now labelled and proven effective as a single-injection treatment for all major pathogens of BRD in cattle and non-lactating dairy heifers less than 20 months of age, including Mannheimia haemolytica, Pasteurella multocida, Histophilus somni and Mycoplasma bovis.

Clinical field studies of single-injection treatment efficacy results against Mycoplasma bovis indicate Baytril® 100 was effective on more than 70 percent of calves treated by Day 6; and 88 percent of calves treated with Baytril® 100 were considered continued successes on Day 102.

NEW PRODUCTS

Chr. Hansen announces the launch of Probios® Complete. Synbiotic technology for high producing dairy herds.

Chr. Hansen is proud to announce the launch of **Probios® Complete**... a novel synbiotic (combination prebiotic and probiotic) product designed for high-producing dairy cows.

Probios® Complete is engineered with three key concepts in mind; improving rumen health, providing superior oxygen scavenging in the rumen environment, and providing beneficial effects through selective metabolism in the intestinal tract. Trial work has shown that Probios® Complete can help increase dry matter intake, milk yield and milk components in addition to improving starch digestibility, feed efficiency, and body condition scores in high performing dairy herds.

"The synbiotic effect of combining proven prebiotic, probiotic, and DFM technology mesh well to help improve total gastrointestinal tract

health, leading to optimal performance" says Bill Braman Ph.D., PAS, VP Sales & Marketing, Chr. Hansen Animal Health & Nutrition.

Bayer's Baytril® 100 (enrofloxacin) Injectable FDA approved to fight BRD associated with Mycoplasma bovis

Leading antimicrobial now labelled for single-injection treatment of all major BRD pathogens including Mycoplasma bovis. **Baytril® 100 (enrofloxacin)** Injectable, manufactured by Bayer Animal Health, has been approved by the Food and Drug Administration for treatment of Mycoplasma bovis - a major pathogen for Bovine Respiratory Disease (BRD) that has

E.I. Medical Imaging® Launches New I.C.E.™ Probe Extension for the Ibex® Family of Ultrasound

E.I. Medical Imaging, a worldwide leader in portable ultrasound systems for veterinary use today announced the launch of the **I.C.E.™ linear probe extension for the Ibex® family of ultrasound systems.**

The I.C.E. (Ibex Customizable Extension) is a unique accessory for the Ibex offering flexibility unparalleled in the industry. The I.C.E. device was designed and tested in conjunction with veterinarians skilled in hands-free scanning. The I.C.E. is engineered to lessen fatigue and stress on the user's arms promoting a longer and more productive career. Features of the I.C.E. include:

- Customizable angle to allow for use in a variety of diagnostic proce-



dures

- Flex section of the I.C.E. is easy to bend to exactly the desired angle
- Proven design for ease of Hands-free scanning
- Safer and less stressful on both user and animal
- Easy probe insertion and removal into the I.C.E. extension
- Ruggedized design ensuring durability in the most demanding field conditions
- Manufactured using FDA approved materials

*Patent Pending